



Signature Smile Social Growth Portfolio

A comprehensive 6-month social media optimization strategy that transformed Signature Smile's digital presence and increased patient inquiries by 73%

Project Overview

Led a comprehensive social media growth initiative for Signature Smile, a premier dental clinic with an underperforming Instagram presence.

Timeline

January 2023 - June 2023

Role

Social Media Marketing Specialist

Objective

Boost Instagram engagement and brand awareness through strategic optimization to increase patient inquiries and appointment bookings.

Key Challenges

- Low engagement rates despite decent follower base
- Inconsistent posting schedule
- Limited brand trust in healthcare context
- Insufficient patient testimonials
- Underutilized Instagram Stories

Strategy #1: Micro-Influencer Partnerships

01

Identification & Outreach

Collaborated with 15 local micro-influencers (5K-20K followers) in health, wellness, and lifestyle niches who aligned with the brand's values.

02

Authentic Content Creation

Developed genuine partnerships where influencers shared their personal dental experiences at Signature Smile, focusing on comfort and results.

03

Takeover Campaigns

Implemented "Day in the Life" clinic takeovers where influencers showcased the facility, introduced staff, and highlighted patient experience.

04

Performance Tracking

Tracked engagement and referral traffic using UTM parameters and unique discount codes to measure ROI for each influencer partnership.



Strategy #2: Content Calendar Optimization

We developed a comprehensive 3-month content calendar with specific themes that balanced education, promotion, and engagement.

50%

Educational

Dental procedures, oral hygiene tips, technology explanations

30%

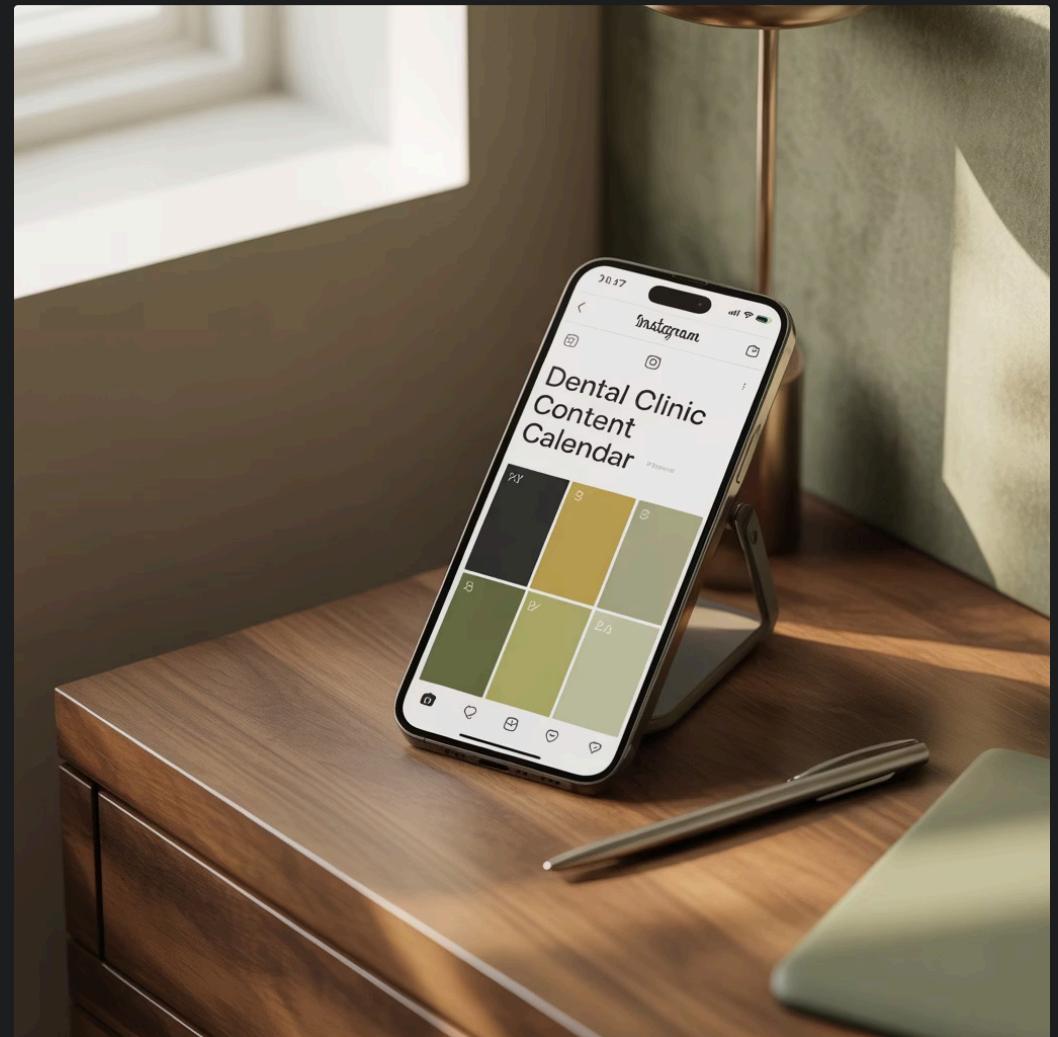
Engagement

Interactive posts, questions, dental fun facts

20%

Promotional

Special offers, service highlights, team spotlights



We identified peak engagement times (7-9 PM and 12-2 PM) through data analysis and adjusted posting schedules accordingly to maximize reach and interaction.

Strategy #3: Story Engagement Campaigns

1

Interactive Features

Implemented polls, quizzes, Q&A sessions, and "This or That" games related to dental health to boost participation and create two-way communication.

2

Behind-the-Scenes

Showcased daily clinic operations, staff introductions, and advanced equipment demonstrations to humanize the brand and build transparency.

3

Story Highlights

Created categorized highlights (Services, Testimonials, Team, Technology) for easy navigation and extended content lifespan.

4

Limited-Time Offers

Launched exclusive story-only promotions for followers to drive immediate action and reward active followers.

- ☐ Story completion rate increased from 62% to 89% (+44%), showing significantly improved audience retention and interest.



Strategy #4: User-Generated Content

Patient Testimonial Campaign

Launched "#SignatureSmileStory" campaign encouraging patients to share their treatment experiences, building authentic social proof.

Before/After Showcase

Created a systematic approach to collect and feature patient smile transformations with proper consent, highlighting real results.

Contests & Giveaways

Hosted monthly contests where patients shared their healthy smile routines for a chance to win premium oral care packages.

UGC increased dramatically from just 3 posts/month to 22 posts/month (+633%), creating a steady stream of authentic content while reducing internal content creation burden by 30%.

Results: Engagement Metrics



Overall Engagement

Increased from 2.1% to 2.94% (+40%) through strategic content optimization and community building.

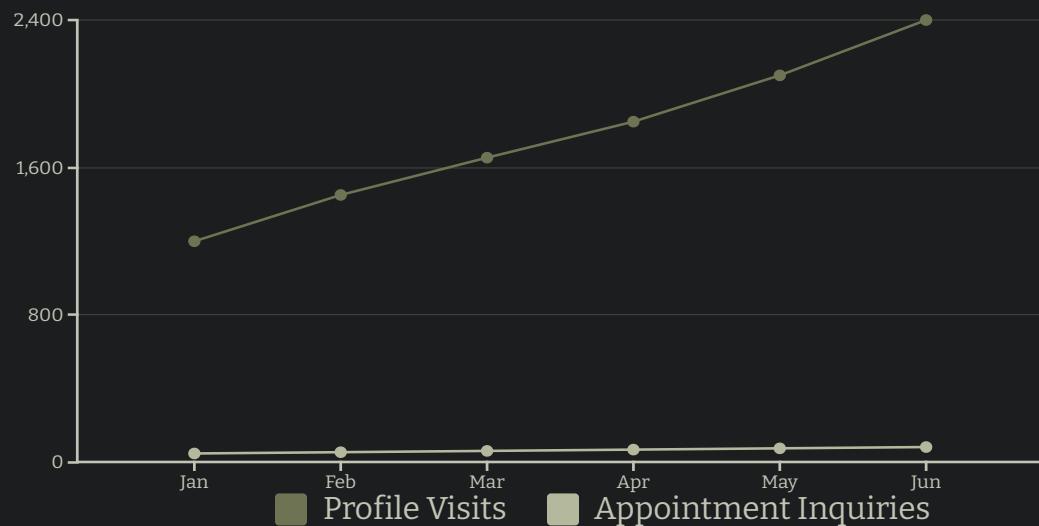
Post Performance

Average likes per post: +67% (85 → 142)
Comments per post: +113% (8 → 17)
Saves per post: +133% (12 → 28)

Story Metrics

Story completion rate improved from 62% to 89% (+44%), indicating significantly higher quality and relevance.

Results: Business Impact



100%

Profile Visits

Monthly profile visits doubled
from 1,200 to 2,400

73%

Inquiry Growth

Monthly appointment inquiries
increased from 45 to 78

33

Additional Leads

Average additional leads
generated per month

Key Insights & Learnings

Educational Content Performs Best

Posts with educational dental content saw 2.5x higher saves than promotional content, indicating strong value perception and audience interest in learning.

Micro-Influencer ROI

Micro-influencer campaigns generated 5.2x higher engagement compared to branded posts, with an average cost per engagement of just \$0.12.

UGC Reduces Content Burden

The dramatic increase in user-generated content (633%) reduced internal content creation needs by approximately 30%, improving operational efficiency.

Trust Drives Conversions

Transparent behind-the-scenes content and authentic patient testimonials were directly correlated with higher conversion rates from profile visits to inquiries.

These insights demonstrate how strategic social media optimization can transform a dental clinic's digital presence into a trusted educational resource and community hub while delivering measurable business results.



Tools & Technologies Utilized



Content Management

Later, Buffer for scheduling and calendar management to maintain consistent posting schedule



Content Creation

Canva, Adobe Express for on-brand graphics and templates aligned with Signature Smile's visual identity



Analytics

Instagram Insights, Facebook Business Suite, Google Analytics for comprehensive performance tracking



Influencer & UGC

AspireIQ, Upfluence for influencer management; TINT, Woobox for aggregating user-generated content